1997 CLUB BENSON & HEDGES
PROGRAM/CREATIVE TIMETABLE

NOVEMBER:

- Final review and report for 1996 program
- Determine budget for 1997
- Determine markets for program (order of cities should be considered for artist routing)
- Market research begins on new markets
- Determine any new elements for 1997 program
- Weekly status report due every Tuesday

DECEMBER:

- Market checks and visits
- Discussions with perspective venues for program begin
- Continue creative development of new elements of '97 program
- JSG/FPI to produce a list of perspective talent
- JSG/FPI to produce talent packages
- P.R. agency contracted
- JSG/FPI begin discussions with local sound, gear rental, transportation companies and hotels to secure package deals
- Research new promotional items
- JSG/FPI to identify local in-market promoters and partners
- Media planning begins
- Weekly status reports submitted every Tuesday

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Source: https://www.industrydocuments.ucsf.edu/docs/nxlm0004

JANUARY:

- 3 Market sets determined - (3 cities first two sets, 4 cities last set)
- Venues selected for first five markets
- Market checks and visits continue where necessary
- JSG/FPI to finalize local in-market promoters and partners
- Licensing information to be submitted to appropriate agency
- ROP deadlines determined per market where possible
- Artist list approved
- Talent contracting begins
- Weekly status report due every Tuesday

FEBRUARY:

- Clubs contracted for first five markets
- Warehousing selected for individual markets
- Submit program incentive information i.e. Passport, VIP card etc....
- Media plan final approval
- All promotional materials into production
- Partial P.R. efforts begin
- Clubs selected and contracted for last five markets
- Media execution begins
- ROP keyline final approval
- PMR contacts local actors guilds and hires survey staff
- Talent contracting continues
- Weekly status report due every Tuesday

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Source: https://www.industrydocuments.ucsf.edu/docs/nxlm0004

MARCH:

- Train survey management staff
- Finalize venues for last five markets
- Execute media and produce ads
- Posters and flyers shipped to first market
- Ship all materials to market warehouse
- ROP finalized by Ad agency
- Print advertising placed for first market
- Print advertising for second market placed by 3/30
- JSG/FPI representatives to go to first markets
- In-venue promotion begins for first shows
- Weekly status report due every Tuesday

APRIL:

- Program begins April 1
- Surveyors training continues for May / PHX Marketing
- P.R. program begins
- Local coordinator inventory of materials at warehouse
- JSG/FPI representatives to go to market
- Ship materials for next market by 4/22
- Weekly status report due every Tuesday

MAY:

- Program continues in first markets
- Surveyors training for June / PHX Marketing
- Local coordinator inventory materials received at warehouses in markets
- Print advertising placed by 5/11 for next markets
- Materials shipped to next market by 5/19
- Weekly status report due every Tuesday

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Source: https://www.industrydocuments.ucsf.edu/docs/nxlm0004

JUNE:

- Program begins in second set of markets
- Surveyors training for July / PHX Marketing
- Local coordinator inventory materials received at warehouses in markets
- Print advertising placed by 6/11 for next market
- JSG/FPI representatives to go to markets
- Materials shipped to next market by 6/19
- Weekly status report due every Tuesday

JULY:

- Program continues in second set of markets
- Program begins in third set of markets
- Surveyors training for August / PHX Marketing
- Local coordinator inventory materials received at warehouses in markets
- Print advertising placed by 7/1 for next market
- JSG/FPI representatives to go to final markets
- Materials shipped to next market by 7/1
- Weekly status report due every Tuesday

AUGUST:

- Program continues in final markets
- Surveyors training for June / PHX Marketing
- Local coordinator inventory materials received at warehouses in markets
- Print advertising placed by 8/1 for final shows
- FINAL CLUB B & H DATE ON 8/15
- Weekly status report due every Tuesday
- Final report and wrap-up meeting by 8/29

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Source: https://www.industrydocuments.ucsf.edu/docs/nxlm0004